

AUTHORIZATION TO ACT IN A REPRESENTATIVE CAPACITY

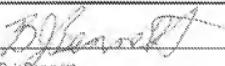
In re Application of:	Jeff S. Eder	
Application No.	09/940,450	
Filed:	8/29/2001	
Title:	An automated method of and system for identifying, measuring and enhancing categories of value for a value chain	
Attorney Docket No.	AR - 23	Art Unit: 3692

The practitioner named below is authorized to conduct interviews and has the authority to bind the principal concerned after review and approval by the Asset Reliance, Inc. IP committee.

Name Registration	Number
William N. Hughet	44,481

This is not a Power of Attorney to the above-named practitioner. Accordingly, the practitioner named above does not have authority to sign a request to change the correspondence address, a request for an express abandonment, a disclaimer, a power of attorney, or other document requiring the signature of the applicant, assignee of the entire interest or an attorney of record. If appropriate, a separate Power of Attorney to the above-named practitioner should be executed and filed in the United States Patent and Trademark Office.

SIGNATURE of ASSIGNEE (Asset Trust, Inc.)

Signature		Date	6/5/2007
Name	B.J. Bennett	Position	President
Telephone	(425) 483-4425		